

Young Professionals Recruitment Program

The proposed Young Professional targeted recruitment program is aimed at testing the impact of a discounted price point on membership recruitment and retention of young professionals in the association. The Program will also focus on improving engagement efforts by local HBAs during the first four years of membership to encourage YP members' participation and foster a sense of connection with the association.

The discounted price point for new young professional members (under the age of 45) who have not held a membership in the preceding two years will be as follows:

| Year | Discount |
|----------------------|---|
| 1 st Year | Introductory Rate of \$75 Dollars Total |
| 2 nd Year | \$300 dollar savings (\$100 per level*) |
| 3 rd Year | \$300 dollar savings (\$100 per level*) |
| 4 th Year | \$300 dollar savings (\$100 per level*) |
| 5 th Year | Non-discounted rate |

*The three levels include local, state, and national. In the case of states without a statewide HBA, a \$200 dollar discount will apply.

Example Dues Rate*:

Imagining that the total dues rate for a Builder/Associate member is \$750 dollars a year, with \$198 dollars going to national, \$250 going to the state, and \$302 going to the local.

| Year | What the Member Pays | Local Dues | State Dues | National Dues |
|----------------------|----------------------|------------|------------|---------------|
| 1 st Year | \$75 Dollars | \$25 | \$25 | \$25 |
| 2 nd Year | \$450 | \$202 | \$150 | \$98 |
| 3 rd Year | \$450 | \$202 | \$150 | \$98 |
| 4 th Year | \$450 | \$202 | \$150 | \$98 |
| 5 th Year | \$750 | \$302 | \$250 | \$198 |

*Each state/local dues will be different depending on the dues structure previously in place.

The success of the Program will be evaluated based on key performance indicators, including the number of new YP members recruited, retention of YP members at the Program's pricing thresholds, state and local HBA participation, and net growth for participating HBAs.

The program guidelines are as follows:

1. Young Professionals are defined as any member 45 or under at the start of their membership.
2. The discounted rate will only apply to NEW Young Professionals, defined as someone who has not held a membership in the preceding two years. Young Professionals who are currently employees of a company where an existing member is employed can still join this program.

3. The discounted rate for the program will not be infringed. All discounts must be passed through directly to the Young Professional member.
4. Solicitation will occur during a two-year period in 2024 and 2025. Solicitation of new YP members into the program can occur for as long or as short as the HBA would like within that two-year period.
5. Young Professionals that enter the program during the first two years, must remain members throughout the program to retain the discounted rate. They can fall into the cancelled state (31 - 120 days past anniversary date) and be reinstated at the discounted rate but may not enter back into the program after falling into expired (121+ Days past Anniversary date). Please see the [membership timeline](#) for a detailed account.
6. 20 HBA's will be chosen for the program after the application closes on August 31, 2023. HBA's with greater than 100 members are eligible to apply.
7. HBAs must have an engagement plan for attracting, retaining, and engaging young professional members (defined as 45 years and younger) and must submit their plan as part of the application process.
8. HBAs must commit to maintaining their engagement efforts throughout the Program's discount period and preparing new Builder or Associate members to renew each year and transition to full dues-paying members in year 5.
9. HBAs agree to have their progress monitored annually by the NAHB Membership Committee.
10. HBA's must secure a letter of support from their state association to be a part of the program.

NAHB Commitment:

NAHB commits to the following for those HBAs who are accepted into the program:

1. Review applications in a timely and fair manner.
2. Providing both in-person and virtual training for accepted HBAs.
3. Support local efforts to recruit and retain YP members.
4. Communicate and collaborate with association on such topics as other NAHB resources, opportunities for collaboration, technical assistance and training opportunities as appropriate including a final exit interview at project end.

Engagement Plan Guidance:

As part of the application process, HBA's must submit a 4-year engagement plan. As we know, a member is at greatest risk of not renewing during the first year and the best way to keep a member, is to engage them in the work of the Association. This engagement plan should be a comprehensive document that outlines the activities, strategies, resources, and tactics that your local will use to connect and interact with its new YP members.

The following are some items that could be included in your engagement plan:

- An Outline of Key Objectives and Events
- How you plan to communicate and reinforce value of membership
- How you will measure progress

Application Judging Criteria:

Applications will be judged on the following criteria.

On a scale from 1-10 how well does the HBA articulate their:

- Recruitment Ability
- Resource availability
- Potential Market
- Enthusiasm for their participation in the program
- Board and Leadership Support

The working group will consider the highest scoring applicants as well as the composition of the final group keeping in mind the important of choosing a diverse pool of participants with different regions, sizes, and strategies to best analyze the results of the test.